

2020.12.01

yathar released 'yathar Research', Myanmar market research service, and 'yathar Consulting', Myanmar market entry support service.



We are pleased to announce that yathar Myanmar Co., Ltd. (Headquarters: Union of Myanmar (hereinafter Myanmar)), a subsidiary of yathar Pte. Ltd. ((Headquarters: Singapore) President: Shunsuke Ichikawa), which develops yathar, the gourmet beauty platform “yathar” that has No.1 share of users in Myanmar, has established the Myanmar market research service "yathar Research" and the Myanmar market research service "yathar Consulting", which provides support for establishing a company, obtaining a license and entering the Myanmar market, were released.

Service Overview

1. yathar Research

<https://yathar.com/research>

yathar operates a shop platform for restaurants, beauty salons and beauty salons, and boasts the largest number of users in this business area in Myanmar.

Utilizing this shop-related network and the big data accumulated from user usage, yathar will provide research services related to the Myanmar market.

In addition to conducting real research on site, we will also conduct web research, group questionnaires, and accompany clients on field research, and also provide strategic planning and support based on the research results.

2. yathar Consulting

<https://yathar.com/consulting>

Our market specialists in Myanmar and abroad will support you in establishing a company, obtaining a license, and expanding your business in Myanmar.

By taking advantage of the local characteristics of a Japanese IT venture company in Myanmar, we will continue to support your business on an ongoing basis by utilizing our cultivated knowledge, human network, and our own marketing tools.

Strengths of yathar Research / yathar Consulting

1. Myanmar's No.1 Platformer yathar is a Japanese venture company that operates Myanmar's No.1 shop platform. Our experience in the Myanmar market enables us to provide more realistic information and advice.
2. yathar has a huge amount of data on the usage, reviews, and reservation status of restaurants and beauty salons, etc., and can provide a statistically more than adequate sample and amount of data.
3. Specialists of Myanmar and Japan, we are Japanese consultants who have been specializing in the Myanmar market for about 10 years and the local staff of Myanmar will support you in every possible way. You can do business with us with confidence.
4. Although Myanmar has recently been vastly improved by secularization, the country has also been drifting away from the politics and culture of the long history of military rule and propaganda. yathar will support you to research and provide business support to this country by leveraging its vast experience and vast network of professionals who have been involved in Myanmar since before this publication.

About yathar

Service name: yathar (meaning "taste" in Myanmar)

Website: <https://yathar.com>

yathar Pte. Ltd.

?Location: 8 Wilkie Road #03-01, Wilkie Edge Singapore 228051

?Representative: Shunsuke Ichikawa

?Capital: 895,000 USD

?Established: April, 2020

yathar Myanmar Co., Ltd.

?Location: No-17, 5 Floor, Kwat Thit Street, Kyi Taw Ward, Mingalar Taung Nyunt Township, Yangon, Myanmar

?Representative: Shunsuke Ichikawa

?Capital: 1,060,000 USD

?Established: February, 2018

Inquiries regarding press release matters

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